



Nick Handley

SENIOR CREATIVE PRODUCER | AI SOLUTIONS BUILDER

PROFESSIONAL SUMMARY

Entrepreneur, producer, and AI solutions builder with 15+ years of experience turning ideas into businesses, products, and creative work. Combines a background in content, media, and marketing with hands-on AI-assisted development to build custom software, web applications, agentic systems, and business automations.

Brings both an owner's perspective and a producer's attention to execution—defining what needs to be built, bringing the pieces together, and carrying projects through to delivery.

EXPERIENCE

Founder / AI Solutions & Product Builder

2026 – Present

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- Design and implement AI-assisted automations, internal tools, customer-facing apps and digital products that solve operational friction for small businesses and operators.
- Build role-based agent workflows across ChatGPT, Codex, Claude / Claude Code and research tools for strategy, requirements, development, QA and documentation.
- Prototype and deploy web apps and workflows using GitHub, Vercel, Railway, Supabase, Google Workspace / Apps Script, APIs and automation platforms.

Co-Founder / Product & Operations Lead

2025 – Present

BetterGolf

- Co-founded and operate an indoor golf business while leading digital product, automation, marketing and customer-experience initiatives.
- Building a custom booking and scheduling platform around Square for simulator bays, instructor availability, pricing, packages, memberships and customer accounts.
- Built AI-assisted golfer assessment and coaching tools with web frontends, automated email / PDF output, lead capture and operational reporting.
- Use AI coding agents to translate business requirements into working software, test edge cases and iterate rapidly from prototype through deployment.

Creative Producer / Digital Experience Producer

2020 – Present

CyberTheory (Agency Partner)

- Create enterprise content and digital experiences for organizations including Honeywell, Broadcom, Palo Alto Networks, ServiceNow and Rockwell Automation.
- Lead end-to-end delivery from creative brief and storyboarding through production, interactive development, testing and deployment.
- Manage concurrent projects, timelines, stakeholder communication and creative / technical partners while translating complex concepts into clear customer-facing experiences.

CONTACT

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CORE CAPABILITIES

- Creative Production & Direction
- AI Solutions & Business Automation
- Content Development & Production
- Custom Software & Digital Products
- Video & Digital Media Production
- AI Agent System Development
- Brand & Marketing Content
- Multi-Agent Workforce Design & Implementation
- Creative Asset Development
- Agentic Workflows & Business Process Automation
- Project & Production Management
- AI-Assisted Software Development
- Business & Product Development
- Client & Stakeholder Management

SOFTWARE

- Adobe Creative Suite
- Final Cut Pro
- DaVinci Resolve
- Logic Pro
- Pro Tools
- Visual Studio
- Unity
- Codex / ChatGPT
- Claude Code / Claude
- Google Workspace

PLATFORMS & INFRASTRUCTURE

- GitHub
- Supabase
- Railway
- Vercel
- Zapier

EDUCATION

Vocational Certification in Media Production

California Recording Institute, San Francisco

NickHandley.com

See how an entrepreneur's vision and a producer's creativity turn ideas into finished work.

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EXPERIENCE (CONTINUED)

Co-Founder / Production Operations Lead

2015 – 2019

FlyGuys

- Co-founded and helped scale a national drone-services company to more than 100 employees, supporting nationwide operations and customer delivery.
- Managed production logistics across pilot teams, contractors, vendors and field operations; built repeatable workflows for a fast-growing organization.
- Led brand development, content strategy, onboarding content and customer-facing marketing assets; also operated UAS for aerial capture initiatives.

Founder

2009 – 2018

Santa Cruz Live

- Built and operated an event-production business delivering video, photography, audio, music and AV services for high-end private and corporate events.
- Managed client relationships, planning, crews, scheduling, live sound / lighting and on-site execution from sales through final delivery.
- Built long-term client relationships through reliable execution, strong communication and consistently high production standards.

SELECTED WORK & VENTURES

Businesses Built & Scaled — Entrepreneur experienced in building businesses from the ground up and carrying them through growth and successful exits. Takes ownership across technology, creative production, customer experience, and operations, creating both the business and the systems that sustain it.

Enterprise Content & Digital Experiences — Produced video, branded content, and interactive experiences for Honeywell, Broadcom, Palo Alto Networks, ServiceNow, Verizon, and Rockwell Automation. Translated complex ideas into clear, engaging work, carrying projects from creative brief through production and delivery.

Agent Stack | AI Systems for Project Execution — Built a coordinated multi-agent system that carries work across research, planning, development, quality review, and operations. Designed shared project context and structured handoffs to connect individual agents into practical working systems.

Custom Software Development for Business Operations — Translated firsthand business experience into a suite of custom applications for managing customers, staff, bookings, inventory, and reporting. Developed supporting intake experiences and marketing assets, bringing software development, creative production, and operational execution together.

Enterprise Digital & Interactive Experiences — Developed and produced enterprise client experiences spanning interactive video, assessments, branching media, and game logic. Combined storytelling, creative production, and custom development to turn complex ideas into experiences participants can explore, influence, and engage with.

Brand Identity & Marketing Production — Created logos, branded graphics, commercials, onboarding tutorials, and customer-facing marketing assets. Connected brand development with hands-on production to give businesses the materials needed to explain their services, engage customers, and support growth.